

# Hugo Boss AG in Luxury Goods (Germany)

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## Abstracts

Hugo Boss AG will continue to try and achieve further sustainable growth through an upvaluation of its core brand Hugo Boss. It will look for growth in women's designer apparel, footwear and accessories, as well as increasing its omni-channel activities and supporting the growth of so far underrepresented brands, which is all embedded in the strengthening of the operational abilities of the company.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Designer Apparel and Footwear (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Leather Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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